

Advice or assistance on the BRIC program may be obtained from the Heritage Administration Branch at: 77 Bloor Street West, 7th Floor, Toronto, Ontario M7A 2R9  
Telephone (416) 965-4021  
or from community program offices.

Photo courtesy of Mr. G. Pond.



**The Simcoe Mechanics' Institute and Library Association Building, 58 Peel Street, Simcoe.**

*This yellow brick, Second Empire commercial building, erected in 1874-5 to the plans of William Mellish & Son of Brantford, has served several important public functions locally. Here were housed Simcoe's mechanics' institute and subsequently its town hall and Norfolk County offices. The building is used now by a law firm.*



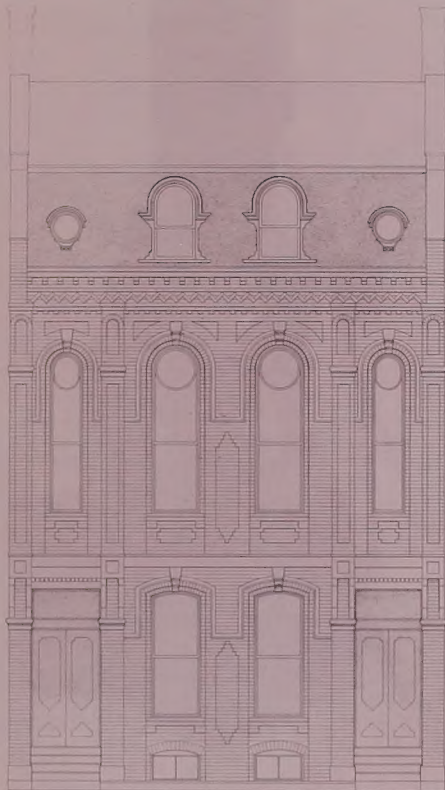
Ontario

Ministry of  
Citizenship  
and Culture

Hon. Bruce McGaffrey  
Minister  
Ward Cornell  
Deputy Minister

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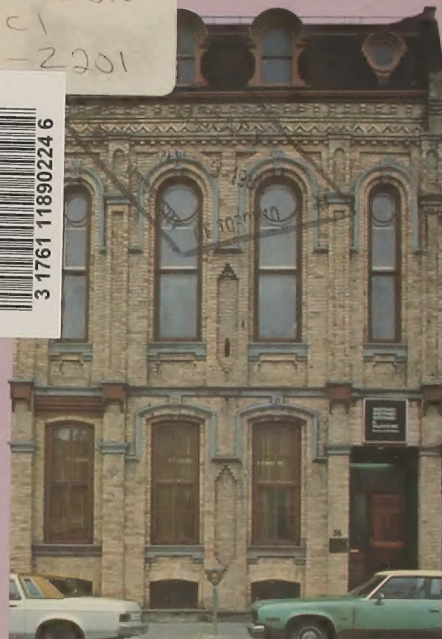


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# Building Rehabilitation and Improvement Campaign (BRIC)

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## Background

The Ministry of Citizenship and Culture has established the Building Rehabilitation and Improvement Campaign (BRIC) — a series of grant programs created under the Board of Industrial Leadership and Development (BILD). BILD is a comprehensive strategy designed to assist economic development throughout Ontario. In keeping with this strategy, BRIC will provide financial assistance for architectural conservation.

The BRIC program will make \$8.5 million available in grants over a five-year period. This complements the work of the Ontario Heritage Foundation and various Wintario programs that provide assistance for the conservation of structures considered to be of particular importance to the province. BRIC will support individual projects of local value as well as those within Heritage Conservation Districts.

Communities across the province have taken an active role in heritage conservation. Since the enactment of *The Ontario Heritage Act, 1974*, municipal councils have established well over 100 Local Architectural Conservation Advisory Committees (LACACs). These committees advise councils on conservation-related matters. In addition, more than 1,200 individual properties have been designated.

Both the private and public sectors have demonstrated that investment in local heritage can produce interesting residential, office and retail space. An increase in tourist spending is also a significant benefit. Furthermore, through repair, restoration and re-use, an area's image is enhanced, its distinctive identity strengthened.

## Components of BRIC

The four components of BRIC have been designed to enhance the rich developmental potential inherent in the historical character of Ontario's communities. Technical literature and professional advisory services will be available in all of these program components.

### 1. Corporate Sector Grants

Corporate sector grants are available for the conservation of privately-owned commercial or industrial properties that have been designated under *The Ontario Heritage Act, 1974*. Grants will be made on a discretionary basis up to a maximum of 50 per cent of eligible costs and will be administered by the Ministry of Citizenship and Culture. Total heritage expenditures must be at least \$10,000.

These grants will be given in exchange for a heritage easement to be held by the municipality. An easement is a legal agreement registered on a property's title and designed to protect the heritage features of that property.

Criteria and applications may be obtained from the Ministry of Citizenship and Culture, Heritage Administration Branch, and/or community program offices.

Funding for the following components of BRIC will be made available through the transfer of funds from the ministry to municipalities. Applications, approvals, inspections and other related activities will be the direct responsibility of the municipality.

### 2. Designated Property Grants

Designated property grants have been established to assist in the conservation of properties designated under *The Ontario Heritage Act, 1974*. Grants to a maximum of \$2,000 are available through the municipality, but must be matched on a 50-50 basis with the owner. Once the work has been satisfactorily completed, the ministry will reimburse the municipality.

### 3. Heritage Conservation District Grants

A Heritage Conservation District is an area designated under Part V of *The Ontario Heritage Act, 1974* in recognition of its particular architectural or historical character. A detailed plan is prepared for each district to define the area's qualities, make recommendations for their enhancement, and provide policy directions and guidelines. BRIC funds will be available to assist in the implementation of proposals as set forth in the District Plan.

### 4. Municipal Heritage Trust Fund

Seed money will be provided for municipalities wishing to establish heritage trust funds. A portion of the funding will come from BRIC, with the remainder being raised from local sources. The trust fund might be used to establish revolving funds and/or to make grants or loans for the conservation of heritage properties.

## Objectives

Many municipalities have shown a great deal of initiative and enthusiasm for heritage conservation. In recognition of this, BRIC was created to support various public and private endeavors.

BRIC objectives are to:

- provide assistance to locally-significant heritage properties, including industrial, commercial and residential;
- encourage and expand investment from the private sector;
- encourage improvements to heritage properties and Heritage Conservation Districts;
- provide funds to places where little conservation activity has previously occurred;
- promote an increased awareness of heritage conservation through an educational program and the provision of technical information.